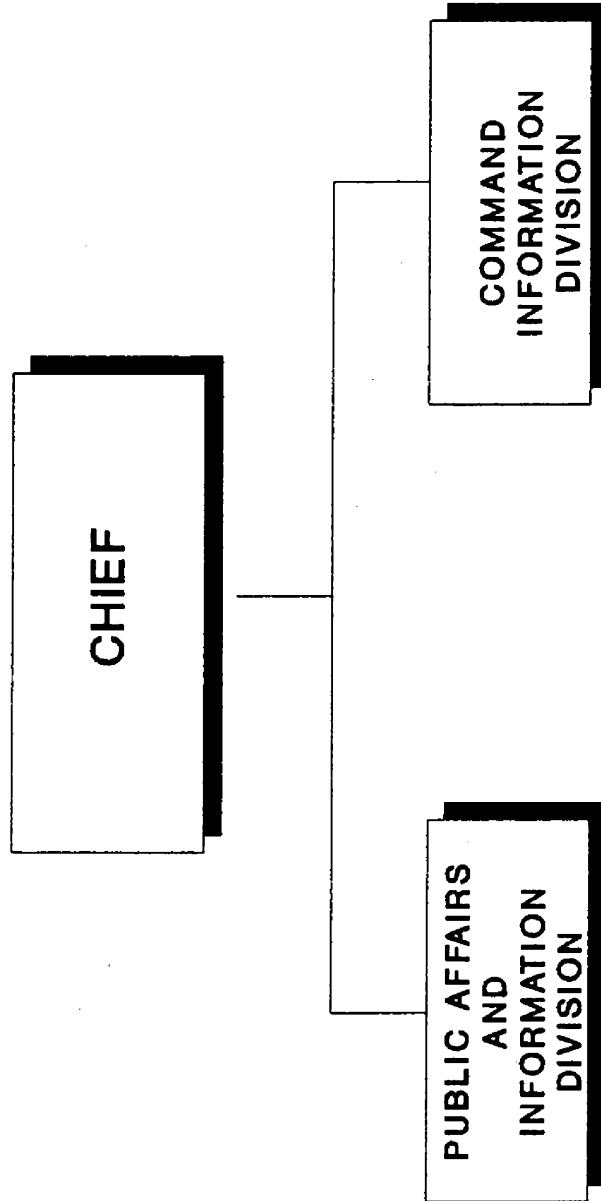


OFFICE OF PUBLIC AFFAIRS



OFFICE OF PUBLIC AFFAIRS

Mission

To plan, execute and evaluate a comprehensive communication program to inform internal and external publics of USACE activities, policies, capabilities and accomplishments.

OFFICE OF THE CHIEF Functions

1. Serves as principal staff advisor to the Commander and the ASA(CW) for all media relations, command information, and community relations implications of proposed Corps actions.
2. Exercises staff supervision of public affairs activities of all USACE subordinate elements.
3. Provides public affairs policy guidance and interpretation to MACOM.
4. Develops, executes and evaluates aggressive, comprehensive public affairs program to support USACE goals and missions.
5. Executes the command information program for civilian and military personnel of USACE.
6. Provides public affairs support to the Office of the Chief (OCE) of Public Affairs in those areas for which the COE has ARSTAF responsibility.
7. Serves as clearance authority for speeches and articles to be presented or published in civilian domain. Coordinates speaking requests for the Commander and the Deputy Commander, USACE.
8. Keeps key staff members informed of news events of significance to the command.
9. Serves as the official command spokesperson when responding to requests for information from the news media and the general public.
10. Serves as the USACE Civilian Career Program Manager for public affairs and communications media career fields.

PUBLIC AFFAIRS AND INFORMATION DIVISION Mission

To provide HQUSACE, OCE, subordinate element staff support through the formulation of plans and directives, issuance of guidance, and staff supervision and management of public affairs, media relations, and public information services.

Functions

1. Prepares and executes public affairs policy and plans which define objectives and outline programs to explain and support USACE civil works, military construction, research and development, real estate and associated missions.
2. Maintains liaison with all segments of the news media; with water resource groups and other organizations affected by civil works programs; with the construction industry and other organizations affected by military construction programs, and all segments of the environmental, conservation, natural resources community.
3. Prepares, coordinates and disseminates news releases.
4. Prepares feature articles on Corps programs and policies for publication in public media.
5. Responds to news media and public inquiries and arranges media interviews for USACE senior leaders and subject matter experts.
6. Prepares and manages execution of annual USACE public affairs plan.
7. Writes speeches for Director of Military Programs.
8. Serves as primary public affairs action unit for the Commander, USACE, Environmental Advisory Board.
9. Maintains and updates HQUSACE command briefing.
10. Provides public affairs support to the Water Resources Support Center, including the Board of Engineers for Rivers and Harbors.

COMMAND INFORMATION DIVISION Mission

To develop and execute policies and plans to implement USACE publication and command information programs.

Functions

1. Prepares and executes command information policy and plans which defines objectives and outlines programs to explain and support the various USACE mission.
2. Develops pamphlets, brochures, folders, fact sheets and other publications to support USACE long-range public information program.
3. Prepares major, in-depth articles for publication with byline of Commander and Deputy Commander, USACE.

4. Publishes monthly USACE command information newspaper.
5. Publishes biweekly HQUSACE internal command information newsletter.
6. Monitors and evaluates all USACE command information newspapers and newsletters.
7. Administers USACE Journalistic Awards programs to recognize subordinate elements and individuals for excellence in journalism and photojournalism.
8. Publishes quarterly professional public affairs newsletter with distribution to all subordinate element Public Affairs Offices.
9. Prepares news stories for USACE Electronic Engineer News Service and operates the news service DOD wide.
10. Writes speeches for the Chief and Deputy Chief of Engineers.
11. Conducts command orientation for newly assigned HQUSACE personnel.
12. Conducts annual "Leaders Emeritus" program for senior Corps of Engineers retirees.